

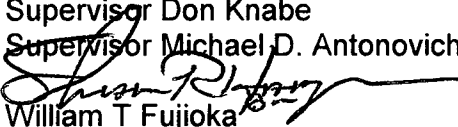


County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

August 13, 2008

To: Supervisor Yvonne B. Burke, Chair
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich
From: 
William T Fujioka
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM AND EXPANDED POLYSTYRENE (EPS) FOOD CONTAINERS – QUARTERLY PROGRESS REPORT NO. 2

On January 22, 2008, your Board adopted the County of Los Angeles' Single Use Bag Reduction and Recycling Program (Program), and instructed the Chief Executive Officer to implement the Program by July 1, 2008, in partnership with the Directors of Public Works, Internal Services, Public Health, and the Sanitation Districts, and key stakeholders including large supermarkets and retail stores, the plastic bag industry, environmental organizations, and recyclers. The Board further directed staff to provide quarterly progress reports to the Board and interested stakeholders, which is included as Attachment I.

Single Use Bag Reduction and Recycling Program

Program Launch

The Program will be launched in mid-August 2008. This Office, in cooperation with the California Grocers Association, plan to send a joint letter to each affected store in the unincorporated County area encouraging participation in the Program. A Resource Packet (Attachment II), prepared by the Working Group, will be central to the launch effort. The Packet describes the Program in detail and serves as a useful guide in assisting stores with implementing the various Program components. Each of our eight partner cities will also receive copies of the Resource Packet: Azusa, Bell, Hermosa Beach, Lomita, Pico Rivera, Redondo Beach, Santa Fe Springs, and Signal Hill. In addition, we continue to outreach to other cities and are coordinating with those who have indicated a strong interest in adopting this Program, such as Pomona and Glendale.

"To Enrich Lives Through Effective And Caring Service"

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On July 22, 2008, the Los Angeles City Council voted to ban plastic bags Citywide by July 1, 2010, barring implementation of a Statewide fee on plastic bags. The City Council also voted to support AB 2058, provided that the bill is amended to: 1) eliminate the 70 percent reduction mandate, and instead require stores to charge 25 cents per bag for all paper, plastic, or other single use bags distributed; and 2) return most of the revenue to local governments on a per capita basis. The same action also included recommendations to phase out the use of expanded polystyrene food containers throughout City operations.

Convenience and Franchise Stores

As directed by your Board, in addition to the "large supermarkets" having gross annual sales of \$2 million or more, and "retail stores" greater than 10,000 square feet with a licensed pharmacy (Category 1 stores), the Working Group has also evaluated the feasibility of incorporating convenience stores and other appropriate franchise stores that are cumulatively larger than 10,000 square feet (Category 2 stores), as well as smaller stores distributing carryout plastic bags (Category 3 stores), into the Program. A comprehensive list of stores under each of the three (3) categories within the County unincorporated areas was compiled by Public Works based on data from the Departments of Public Health, Agricultural Commissioner/Weights and Measures, and Treasurer and Tax Collector (Business License and Collections Division). For verification purposes and in compliance with the requirements of AB 2449, the Category 1 stores data will be compared against a database being compiled by the California Integrated Waste Management Board. Based on the current listing, the estimated numbers of stores in the County unincorporated areas are as follows:

Number of Stores in the Unincorporated County Area

Store Category	Supervisorial District					Category Totals
	1	2	3	4	5	
1	34	30	0	26	31	121
2	140	80	7	78	65	370
3	989	486	95	330	514	2,414
Totals	1,163	596	102	434	610	2,905

Data from Departments of Public Health, Agricultural Commissioner/Weights and Measures, and Treasurer and Tax Collector (Business License and Collections Division)

Since Category 2 and 3 stores are currently not subject to the State's at-store plastic bag recycling or reporting requirements, it would be difficult to require these stores to comply with prescribed disposal reduction benchmarks. However, these stores are not precluded from participating in the Program on a voluntary basis. The Working Group will continue to evaluate options and incentives to incorporate Category 2 and 3 stores into the Program.

Expanded Polystyrene (EPS) Food Containers

A draft report that examines the feasibility of banning EPS food containers at County operations has been reviewed by stakeholders and interest groups, including County departments. A Board letter and the report will be presented to your Board in September 2008, with a recommendation for departments to phase out the use of EPS food containers, effective 30 days after Board approval, where feasible. Departments that are high-volume users and/or have health and safety operational concerns may need to evaluate alternative products. Therefore, a consultant will be retained to conduct a study of alternative products and related costs to phase out the use of EPS containers. The consultant will also conduct a Life Cycle Analysis of alternative products, which will enable departments to make more informed purchasing decisions when selecting products. This effort would also provide insight for Phase II of the project, which is evaluating expansion of the phase out to retail food establishments in the unincorporated County areas.

Summary

The next Quarterly Report will be submitted to your Board by November 1, 2008.

If you have any questions regarding this memorandum, please contact me, or your staff may contact Burt Kumagawa at (213) 893-9742, or via e-mail at bkumagawa@ceo.lacounty.gov.

WTF:LS
BK:os

Attachments (2)

- c: Executive Officer, Board of Supervisors
- County Counsel
- Acting Director of Internal Services
- Acting Director of Public Works
- Director and Health Officer of Public Health
- Treasurer and Tax Collector
- Sanitation Districts of Los Angeles County

ATTACHMENT I

**SUMMARY OF COUNTY EFFORTS TO ADDRESS
PLASTIC CARRYOUT BAGS AND EXPANDED POLYSTYRENE FOOD CONTAINERS**

PROGRAM ELEMENT	BOARD DUE DATE	STATUS
<p>Store Related Efforts</p> <ul style="list-style-type: none"> • Define which large supermarkets and retail stores are subject to the Program and develop a database of stores that may participate. • Establish the measurement methodology to evaluate program success. • Establish a menu of store-specific programs for implementation. • Develop minimum store participation levels. • Develop an environmental awareness message to be printed on each plastic bag. 	<p>July 1, 2008</p>	<ul style="list-style-type: none"> • Public Works (DPW) completed database of Category 1 stores. This list of impacted stores will be verified and finalized upon receiving data from the CIWMB once available. Category 1 stores are defined as large supermarkets having gross annual sales of \$2 million or more and retail stores greater than 10,000 square feet with a licensed pharmacy. • Completed the measurement methodology, which now includes accounting for bags recycled through curbside programs as approved by the Working Group; incorporated final recommendations into the Resource Packet (see Attachment II). • Completed the menu of store-specific Program components and incorporated final recommendations into the Resource Packet (see Attachment II). • Completed the minimum store participation levels and incorporated final recommendations into the Resource Packet (see Attachment II). • Completed the development of environmental awareness messages, which were reviewed by stakeholders and incorporated final recommendations into the Resource Packet (see Attachment II).

**SUMMARY OF COUNTY EFFORTS TO ADDRESS
PLASTIC CARRYOUT BAGS AND EXPANDED POLYSTYRENE FOOD CONTAINERS**

PROGRAM ELEMENT	BOARD DUE DATE	STATUS
<p>Additional Program Components</p> <ul style="list-style-type: none"> • Develop a public education campaign to promote reusable bags and at-store recycling. • Develop a Store Recognition Program. • Identify litter hot spots and develop a focused anti-litter campaign. • Maximize recycled content and promote recycling markets for all single use bags. • Ban plastic carryout bags at County facilities. • Continue to encourage cities to join Program. • Expand Program to Category 2 and Category 3 stores. 	<p>These elements of the Program will be finalized by Fall 2008 and will be evaluated / updated as appropriate.</p> <p>July 2009</p>	<ul style="list-style-type: none"> • Completed development of public education campaign strategies, and incorporated final recommendations into the Resource Packet (see Attachment II). The Working Group will continue to work together in implementing the activities outlined in the campaign. • Completed and incorporated the Store Recognition Program into the Resource Packet; this will be implemented on an ongoing basis (see Attachment II). • Completed identification of litter hot spots, drafted an anti-litter campaign and incorporated it into the Resource Packet (see Attachment II). Hot spots will continue to be updated or identified as appropriate. The anti-litter campaign will be an ongoing effort. • Completed strategies for maximizing recycled content and promoting recycling markets for all single use bags; incorporated final recommendations into the Resource Packet (see Attachment II). Implementation of strategies will be ongoing. • The Working Group continues to evaluate feasibility of banning plastic carryout bags at County facilities. A recommendation to your Board is expected to be presented by September 2008. • As of August 1, 2008, the cities of Azusa, Bell, Hermosa Beach, Lomita, Pico Rivera, Redondo Beach, Santa Fe Springs, and Signal Hill have adopted resolutions to join the Program, and cities such as Glendale and Pomona, are considering such an action. The County will continue its ongoing outreach effort to cities. • Since these stores are currently not subject to the State's at-store bag recycling or reporting requirements, it would be difficult to require these stores to comply with prescribed disposal reduction benchmarks. However, these stores are not precluded from participating in the Program on a voluntary basis. The Working Group will continue to evaluate options and incentives to incorporate these stores into the Program.

**SUMMARY OF COUNTY EFFORTS TO ADDRESS
PLASTIC CARRYOUT BAGS AND EXPANDED POLYSTYRENE FOOD CONTAINERS**

PROGRAM ELEMENT	BOARD DUE DATE	STATUS
<p>County Ordinance: Enforcement of Benchmarks</p> <p>Affected stores in the unincorporated County must meet the following benchmarks to reduce plastic bag use and increase at-store recycling, otherwise actions to establish a ban will be triggered:</p> <ol style="list-style-type: none"> 1. 30 percent reduction by July 1, 2010 2. 65 percent reduction by July 1, 2013 <p>A one-year extension may apply if the actual observed reduction is within 3% of a benchmark goal and "good faith" efforts have been demonstrated.</p>	<p style="text-align: center;">April 1, 2010</p>	<p>County Counsel has not yet commenced preparation of the draft ordinance as it is not required to be drafted until April 1, 2010 as directed by your Board.</p> <p>Implementation of the Ordinance will require California Environmental Quality Act (CEQA) compliance.</p> <p>On July 17, 2008, a group called "Save the Plastic Bag Coalition" filed a suit challenging the Board's January 22, 2008 action to adopt the voluntary program. County Counsel is currently reviewing the suit.</p>
<p>County Ordinance: Environmental Awareness Message</p> <p>Require that each plastic carryout bag distributed by affected stores in the unincorporated County is imprinted with an environmental awareness message.</p>	<p style="text-align: center;">No specific due date</p>	<p>County Counsel has not yet commenced preparation of an ordinance. We are considering developing one ordinance to address both the benchmarks and the environmental message. The Working Group has developed several potential messages.</p>

**SUMMARY OF COUNTY EFFORTS TO ADDRESS
PLASTIC CARRYOUT BAGS AND EXPANDED POLYSTYRENE FOOD CONTAINERS**

PROGRAM ELEMENT	BOARD DUE DATE	STATUS
<p>Board adopted State Legislative Position to Reduce Plastic Bag Litter</p> <ul style="list-style-type: none"> • Repeal State law that prevents local government from imposing a point-of-purchase fee on plastic carryout bags. • Implement a Statewide fee on plastic carryout bags, with revenue directed to local governments on a per-capita basis, or establish Statewide benchmarks to reduce consumption and increase at-store recycling of plastic carryout bags. • Require an environmental awareness message be imprinted on each plastic carryout bag, describing the negative impacts of littered plastic carryout bags on the environment and wildlife, and the need to use reusable bags. 	<p>2008 Legislative Year</p>	<p>County-sponsored AB 2829 (Davis) was considered in the Assembly Natural Resources Committee on April 14, 2008; during the Committee proceedings an agreement was reached to amend the provisions of AB 2829 into AB 2058 (Levine) and include Assembly Members Davis and Brownley as joint authors.</p> <p>The June 30, 2008 amendment of AB 2058 required stores to impose a 25 cent fee on each plastic bag if a 70 percent reduction benchmark is not met. The funds were to be retained by stores for plastic bag litter reduction and public education programs, however the Bill did not:</p> <ol style="list-style-type: none"> 1. Direct revenue to local governments on a per-capita basis; 2. Require an environmental awareness message <p>AB 2058 passed the Senate Environmental Quality Committee on May 21, 2008. The Senate Appropriations Committee placed the Bill on the suspense file. The Bill was not moved to the Senate floor on August 7, 2008 as anticipated, however, the final deadline to move a bill to the floor is August 15, 2008.</p> <p>We will continue to advocate for the policies directed by your Board.</p>

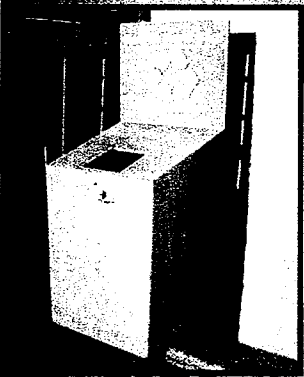
**SUMMARY OF COUNTY EFFORTS TO ADDRESS
PLASTIC CARRYOUT BAGS AND EXPANDED POLYSTYRENE FOOD CONTAINERS**

PROGRAM ELEMENT	BOARD DUE DATE	STATUS
<p>City Actions and Related Litigation</p> <p>On July 17, 2007, the City of Oakland adopted an ordinance banning the distribution of plastic carryout bags, allowing only paper or compostable single-use bags. On August 3, 2007, the plastic bag industry filed suit in Alameda Superior Court to block implementation of the ordinance, arguing that the City failed to analyze the potential environmental impact of the ordinance as required by the CEQA.</p> <p>Since early 2008, the following cities have taken action to ban the use of plastic bags, and in some cases, paper bags as well:</p> <ul style="list-style-type: none"> • Gardena • Los Angeles • Malibu • Manhattan Beach • Santa Monica 	<p>Ongoing</p>	<p>On April 17, 2008, the Superior Court agreed with the plastic bag industry and ruled that the City's ordinance did not comply with CEQA, thus voiding the City's ordinance. The City is evaluating whether to contest the court's ruling, or pursue completion of the necessary CEQA environmental documentation (however, this process would delay the implementation of the ordinance by at least a year, and may cost upwards of \$100,000 to complete).</p> <p>We will continue to monitor the effort by the City of Oakland and analyze its relevance to the Los Angeles County Single Use Bag Reduction and Recycling Program.</p> <p>An industry group called Save the Plastic Bag coalition has indicated that they may file lawsuits challenging actions by the Cities of Manhattan Beach and Gardena, contesting whether these cities complied with all necessary CEQA environmental documentation.</p> <p>On July 22, 2008, the Los Angeles City Council voted to ban plastic bags throughout the City by July 1, 2010, if a Statewide fee on plastic bags is not implemented by then. They also voted to support AB 2058, provided that it is amended to eliminate the 70 percent reduction mandate, and instead require stores to charge 25 cents per bag for all paper, plastic or other single use bag distributed; and that most of the revenue was returned to local governments on a per capita basis. The same action also included recommendations to phase out the use of expanded polystyrene food containers throughout City operations.</p>

**SUMMARY OF COUNTY EFFORTS TO ADDRESS
PLASTIC CARRYOUT BAGS AND EXPANDED POLYSTYRENE FOOD CONTAINERS**

EXPANDED POLYSTYRENE ("EPS" - COMMONLY KNOWN AS STYROFOAM™) FOOD CONTAINERS		
PROGRAM ELEMENT	BOARD DUE DATE	STATUS
<p>Phase 1 – Banning EPS Food Containers at County Operations</p> <p>In April 2008, a draft staff report was reviewed by County departments/agencies. The draft staff report recommends:</p> <ol style="list-style-type: none"> 1. Banning EPS containers at County operations effective July 1, 2008. 2. Directing County Departments to follow a tiered approach when replacing EPS food containers: <ul style="list-style-type: none"> ▪ Maximize the use of reusable/durable goods. ▪ Implement the following alternatives in order of priority: (1) biodegradable and paper alternatives, (2) recyclable alternatives, (3) other non-EPS alternatives. 3. Allowing waivers to be issued in instances where public safety is a concern or if no suitable alternatives exist. <p>Phase 2 – Applying the EPS Ban to All Retail Food Establishments in County Unincorporated Areas</p> <p>Phase I results will be used to formulate effective recommendations for Phase II, such as technical feasibility and cost impact of alternatives.</p>	<p>May 2008</p>	<p>A draft report that examines the feasibility of banning EPS food containers at County operations has been reviewed by stakeholders and interest groups, including County departments. A Board letter and report will be presented to the Board in September 2008 with a recommendation to phase out the use of EPS food containers effective 30 days after Board approval.</p> <p>A consultant will be retained to conduct a study to evaluate alternative products and related costs, particularly in departments that are high volume users and/or have health and safety operational concerns.</p>
<p>Phase I results will be used to formulate effective recommendations for Phase II, such as technical feasibility and cost impact of alternatives.</p>	<p>Spring 2009</p>	<p>The Phase II report will be forwarded to the Board in early 2009.</p>

ATTACHMENT II



COUNTY OF LOS ANGELES SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM

PROGRAM RESOURCE PACKET

AUGUST 2008



COUNTY OF LOS ANGELES
SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM
SUMMARY OF KEY PROGRAM COMPONENTS

According to research done by the Los Angeles County Department of Public Works, each year approximately 6 billion plastic carryout bags are consumed in Los Angeles County, equivalent to 600 bags per person per year¹. Plastic bag litter makes up as much as 25 percent of the litter stream and significantly impacts our communities and the environment². In Los Angeles County alone, local and State governments spend tens of millions of dollars each year on prevention, cleanup, and enforcement activities to reduce litter³. Although plastic carryout bags are inexpensive and have other useful qualities, they have had the propensity to become litter, thus overshadowing these benefits. Communities throughout the State and around the world are grappling with this issue, and searching for ways to reduce the impact that littered carryout have on their quality of life.

Although paper carryout bags have a higher recycling rate than plastic carryout bags (21 percent nationally), approximately 117,000 tons of paper carryout bags are disposed by residents Countywide each year, comprising approximately 1 percent of the total 12 million tons of solid waste disposed each year⁴. Paper bags are less likely to become litter and will biodegrade in the marine environment; however, single use paper carryout bags still are negative contributors to the environment given the substantial amount of energy used, trees felled, and pollution created in their manufacture.

For these reasons, on January 22, 2008, the Los Angeles County Board of Supervisors adopted the Single Use Bag Reduction and Recycling Program (Program), a comprehensive strategy designed to reduce the litter and other environmental impacts of single use carryout bags. The Program seeks to align grocers, retailers, environmental groups, the plastic bag industry, local government, and the public to reduce the consumption of paper and plastic bags while increasing the use of reusable bags, promoting at-store recycling of plastic bags, and educating consumers regarding the need to reduce litter. As a part of the Program, the Board of Supervisors established two aggressive benchmarks for reducing plastic bag use and increasing recycling, using total consumption for Fiscal Year 2007-08 as a baseline:

- 30 percent disposal reduction by July 1, 2010
- 65 percent disposal reduction by July 1, 2013

Failure to achieve these goals triggers action to establish a County Ordinance to ban the use of plastic bags at affected stores.

¹ California Integrated Waste Management Board, Resolution, Agenda Item 14, June 12, 2007 Board Meeting.

² Waste characterization study conducted by the City of Los Angeles, June 10, 2004.

³ Los Angeles County Department of Public Works.

⁴ California Integrated Waste Management Board's 2004 Statewide Characterization Study, Table 7. Countywide figure is prorated.

PROGRAM PARTNERS

- *The County of Los Angeles and Participating Cities* -- The County is the facilitator of this Program and will be working with the California Grocers Association and participating cities to provide technical assistance in implementing the Program. The County will utilize its vast public outreach program to promote the Program to County residents, as well as provide specific store outreach assistance.
- *The County Working Group* -- An inclusive group comprised of representatives of the California Grocers Association, American Chemistry Council, Progressive Bag Alliance, local government, and environmental organizations; stakeholders developed the Program through a highly collaborative process. Stakeholders will continue to work together to ensure smooth implementation of the Program.
- *Large Grocery Stores and Retail Stores with Pharmacies* -- Each store is encouraged to implement the Program in an effort to reduce single use carryout paper and plastic bags and promote the use of reusable bags Countywide.

Program Components

To guide participants in implementing the Program, stakeholders came together to develop the following:

Store Operations

- *Definition of Large Supermarkets and Retail Stores* -- These definitions identify which stores will participate in the Program. The Program establishes three discrete categories of stores that can participate in the Program at different levels (see page 9 for definitions).
- *Store-Specific Program Options* -- The Program identifies a menu of options for stores to implement on site. Stores are also encouraged to share ideas and implement additional efforts that they develop independently.

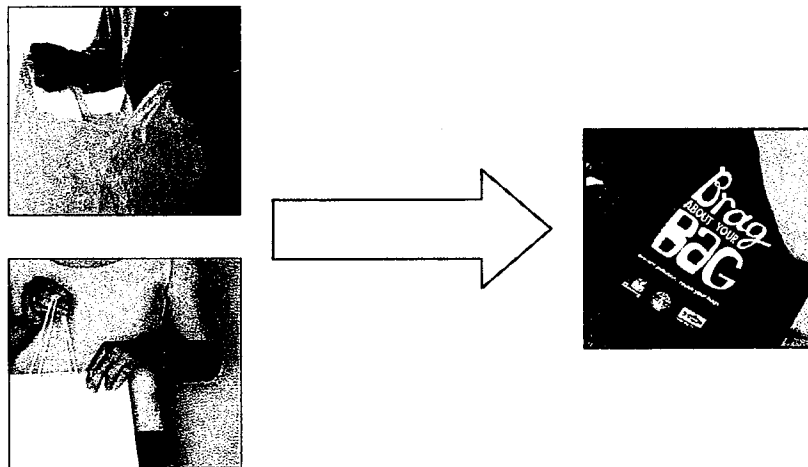
Public Education and Outreach

- *Public Education Efforts and Ongoing Communication* -- The Program will develop educational materials that promote reusable bags and at-store recycling with a consistent message, and work with County departmental recycling coordinators to ensure distribution of promotional materials to employees and at facilities, events, or other appropriate opportunities. The Program will also establish a framework to communicate and collaborate with the 88 Cities in Los Angeles County and other stakeholders to create a Countywide coordinated and consistent antilitter campaign.
- *Environmental Message* -- An environmental awareness message imprinted on each plastic carryout bag distributed by large supermarkets and retail stores will reinforce the efforts of the Program. This message will describe the negative impacts littered plastic bags have on the environment, and the need to use reusable bags.

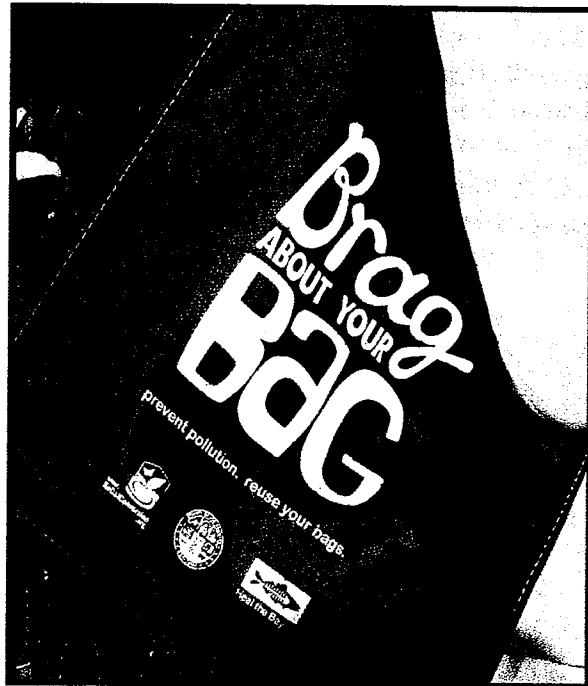
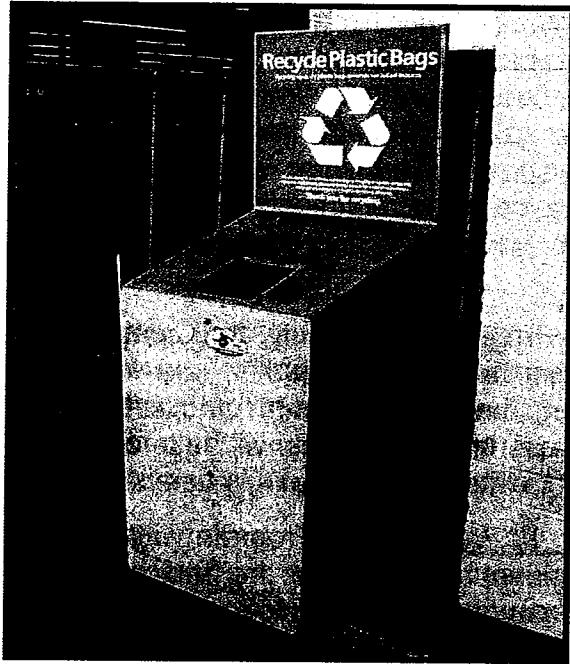
- **Store Participation and Recognition** -- The Program establishes minimum participation expectations, including participation levels and minimum program implementation at each store. In addition, this provides a mechanism to recognize large supermarkets and retail stores as well as other stakeholders who have shown a commitment to participating in the Program.

Technical Components

- **Reporting and Measurement Methodology** -- The Program establishes a methodology for accurately measuring the disposal rate of plastic bags, and tracks that rate over time, in order to evaluate the success of the County bag disposal reduction goals. This methodology utilizes AB 2449 data from the California Integrated Waste Management Board to measure the reduction in consumption of plastic bags, increased at-store recycling of plastic bags, and plastic bags recovered at recycling facilities, on a semi-annual basis, while protecting confidential industry information.
- **Hot Spots and Anti-Littering Campaign** -- The Program will identify “hot spots” in the County where plastic bag litter is acute based on existing studies, and establish additional litter prevention programs, including best management practices and a framework for measuring litter reduction in these hot spots. This will help to ensure that that Program is successful in addressing the litter impact of single use bags.
- **Recycled Content and Recycling Markets for All Bags** -- The Program will develop strategies to reduce the consumption and disposal and increase the recycling of all single use bags and maximize the post-consumer recycled content of all bags provided to the public in order to help develop markets for recyclable materials and decrease use of raw materials. In addition, the Program will work to phase out the purchase and use of single use plastic bags at County departments and facilities, and maximize the recycled content of paper bags, meeting a minimum 40 percent recycled content.



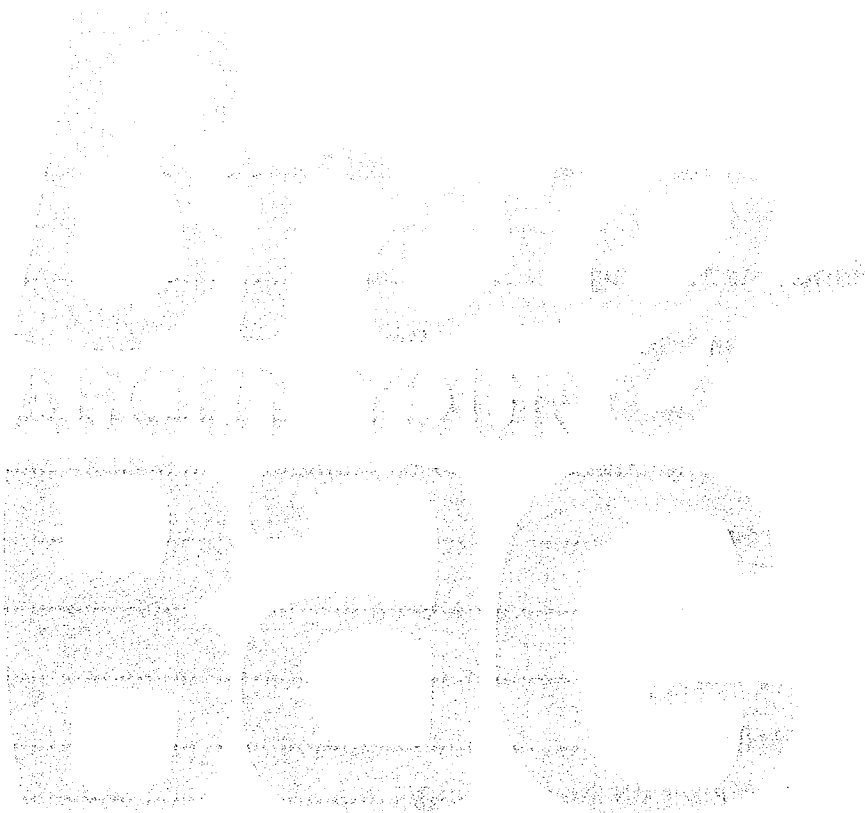
**Our Aim Is To Transition From
Single Use Carryout Bags To Versatile Reusable Bags**



SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM

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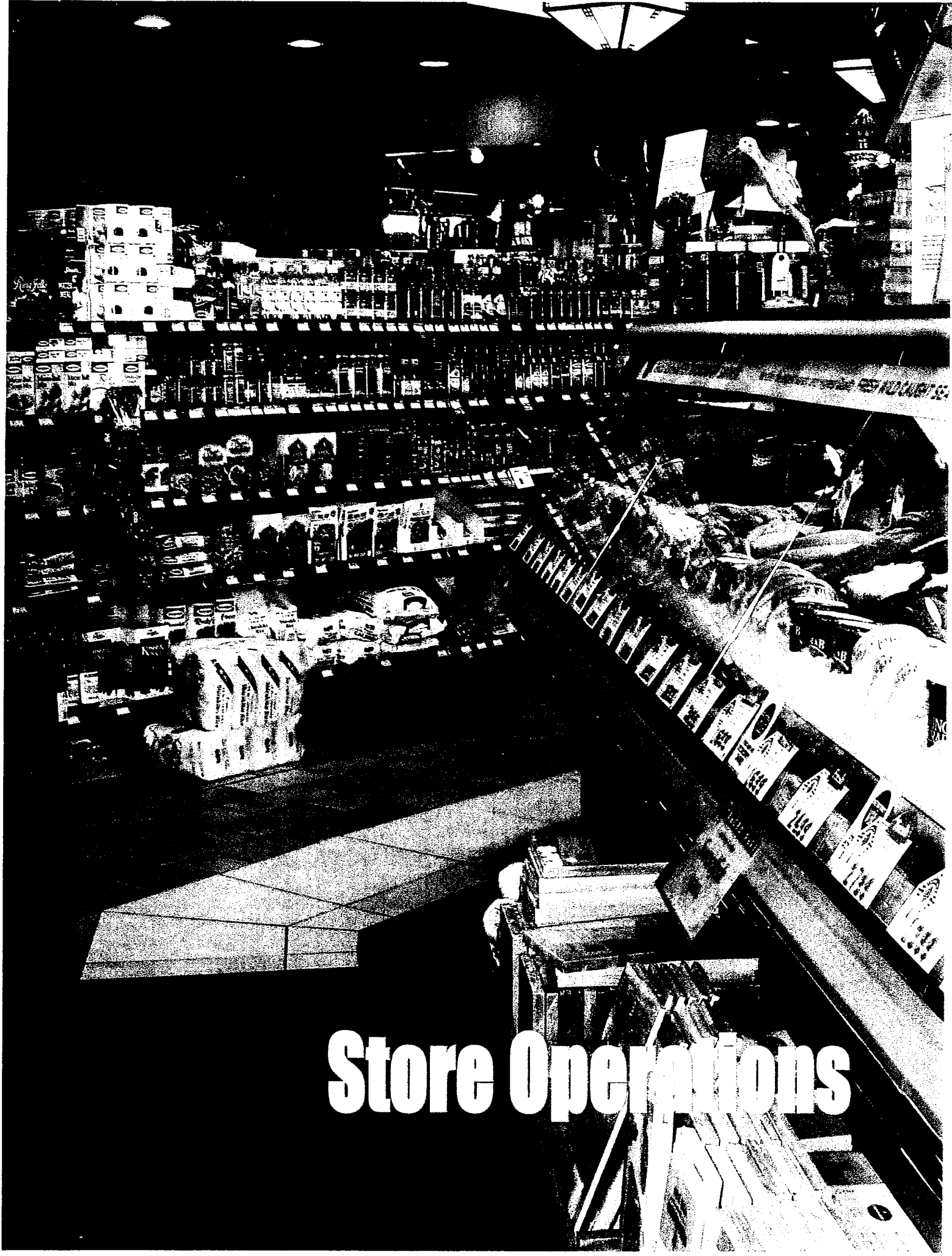
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proper hand washing technique.

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Store Operations

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STORES SUBJECT TO THE PROGRAM

BACKGROUND

As one of its first tasks, the County Working Group identified the supermarkets and retail stores that would be subject to the program or phased into the program at a later date.

STORE CATEGORIES

The Working Group has prepared the following three discrete categories of definitions for stores that will be incorporated now or in the future in the County's Single Use Bag Reduction and Recycling Program.

Category 1

Under AB 2449, "large supermarkets and retail stores" are defined as stores that fall under either of the following two categories:

- **Large Supermarket** -- a full-line, self-service, retail store with gross annual sales of \$2 million or more and which sells a line of dry groceries, canned goods, or nonfood items and some perishable goods.
- **Retail store** -- has over 10,000 square feet of retail space that generates sales tax and has a licensed pharmacy.

Category 2

Defined as "convenience stores and other appropriate franchise stores whose cumulative square footage exceeds 10,000 square feet."

Category 3

All stores not included in Categories 1 or 2 that provide single use carryout plastic bags to the public, including small family owned neighborhood stores.

STORE-SPECIFIC PROGRAM OPTIONS AND PARTICIPATION

BACKGROUND

As part of the Program, each Category 1 large supermarket and retail store is responsible for developing and implementing store-specific programs from a menu of options below. Within each of the following three key elements (numbered **1-3** below), the County Working Group has identified major action items (shown below in **green**). Each store would be responsible for developing a program that addresses each of the **green** action items by selecting one or more of the choices suggested. Stores would be expected to meet, at a minimum, the "Bronze" level of participation as shown on the table on page 12.

Acknowledging the County's culturally diverse population, programs implemented by the stores should be community-specific, focusing on the store's customer demographics, while still addressing Program goals. County staff is available to assist stores in developing their programs and promoting them through the County's public education resources. Additional resources and electronic copies of this packet are available on our website: www.BragAboutYourBag.org.

1. Training of Store Personnel (Management, Baggers, Clerks, etc.)

- ☒ Develop a staff training plan that highlights the impacts bag litter has on the environment and supports the goals of the Program. Choices include:
 - i. Fact sheets for employee guidance
 - ii. Informational DVDs
 - iii. Employee workshops
 - iv. Incentives for participation
 - v. Include information on reusable bags in existing training programs
- ☒ Promote the purchase and use of reusable bags and encourage appropriate bagging techniques. Choices include:
 - i. Asking each customer if they brought their reusable bags today
 - ii. Encouraging customers to purchase reusable bags at stores
 - iii. Placing a sign at the store front reminding customers to bring their reusable bags
 - iv. Implementing smart bagging techniques, including:
 - 1. Eliminating unnecessary double-bagging
 - 2. Eliminating unnecessary bagging of single items or bulky items
 - v. For stores offering a bag credit, notifying customers of the amount saved on their bill by bringing a reusable bag
 - vi. Increasing the variety of reusable bags offered for sale

- ☒ Encourage customers to recycle their bags at the store. Choices include:
 - i. Placing plastic bag recycling bins in a visible, accessible location
 - ii. Incorporating signs that highlight the purpose of the bins
 - iii. Incorporating messages in public education efforts (see #3 below) that encourage/remind residents to bring clean, dry, empty bags back to the store for recycling

2. Incentives To Reduce Single Use Bag Consumption

- ☒ Establish a customer rewards program or otherwise encourage the use of reusable bags and at-store recycling. Choices include:
 - i. Each time customers bring a reusable bag and/or bring bags back to stores:
 - 1. Provide club card reward/gift points (if applicable);
 - 2. Provide a small bag credit; or
 - 3. Donate profits from reusable bag sales/use/recycling revenue to charities and schools to support related causes (litter prevention, wildlife protection, etc.)
 - ii. Giving a free reusable bag to customers who spend a certain amount on groceries
- ☒ Establish financial incentives to reduce plastic bag usage. Choices include:
 - i. Providing a credit for each reusable bag used
 - ii. Charging a per-bag fee for each plastic bag provided to customers

3. Public Education/Awareness

- ☒ Within the store, choices include:
 - i. Sell reusable bags in multiple locations
 - ii. Make reusable bag displays more prominent, located near checkout
 - iii. Run PSAs on monitors at check-out stands, if applicable
 - iv. Display environmental message on shopping carts
 - v. Environmental awareness photo gallery/display in front of store
 - vi. Posters/banners in parking lots or at store front
 - vii. Environmental message on single use paper and reusable bags
 - viii. Have employees wear button with environmental message
- ☒ Within the community, choices include:
 - i. Participate in reusable bag promotions
 - ii. Provide in-kind contributions at reusable bag events
 - iii. Inform the public about the program on the store's website
 - iv. Sponsor school-based education programs
 - v. Create a kids' coloring contest that emphasizes recycling plastic bags and using reusable shopping bags
 - vi. Provide a link to the County's website, www.BragAboutYourBag.org, on company's website

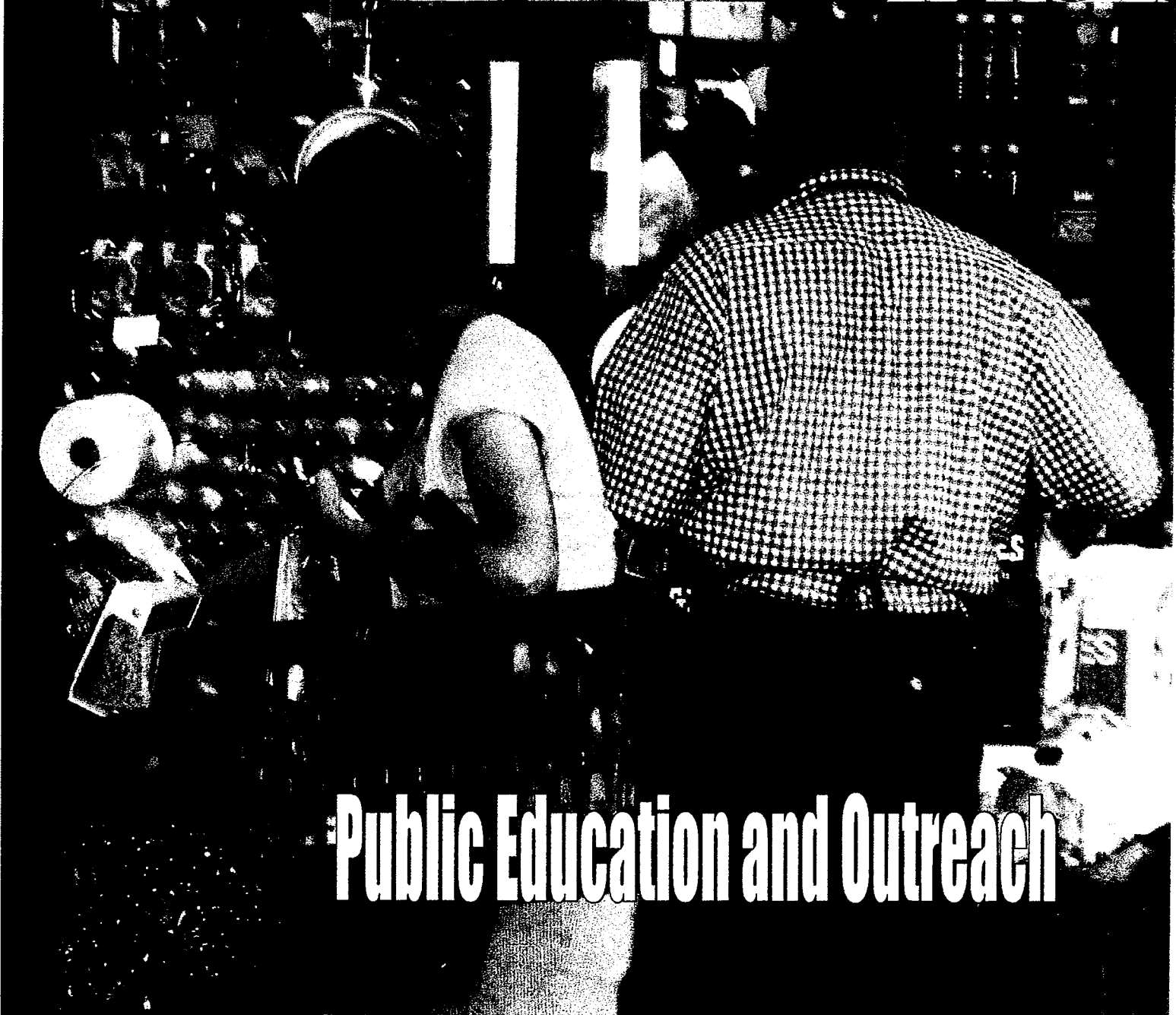
☒ Environmental Message

- i. Imprint on each distributed plastic carryout bag an environmental message describing the negative impacts littered plastic carryout bags have on the environment and wildlife, and the need to use reusable bags. Recommended environmental messages are found on page 18.

LEVELS OF PARTICIPATION AND RELATED RECOGNITION

Below is a table that identifies the various categories of store-specific programs that should be considered minimum levels of participation (e.g. Bronze) or exceptional levels of participation (e.g. Gold). Stores who implement additional programs will be recognized on the Program website, and all stores meeting the Gold level will be provided recognition by the Los Angeles County Board of Supervisors, such as a plaque or certificate to display within their stores.

MENU OF OPTIONS	LEVEL OF PARTICIPATION		
	Gold Store	Silver Store	Bronze Store
<i>Retraining of Supermarket Staff (management, baggers, clerks, etc.)</i>			
Develop a staff training plan that: a) Highlights the impacts of plastic bag litter b) Supports Program goals	3 or more	2	2
Promote the purchase/use of reusable bags and encourage smart bagging techniques	3 or more	2	1
Encourage customers to recycle bags at store	3 or more	2	1
<i>Incentives for Residents to: (a) use reusable bags, (b) bring plastic bags back to the store for recycling, etc.</i>			
Establish customer rewards program	2 or more	1	1
Establish financial incentives	2 or more	2	1
<i>Public Education / Awareness</i>			
Promote reusable bag usage and plastic bag recycling within the store	3 or more	2	1
Promote reusable bag usage and plastic bag recycling within the community	3 or more	2	1



Public Education and Outreach

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www.bragaboutyourbag.com

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PUBLIC EDUCATION AND OUTREACH EFFORTS

BACKGROUND

Public education and outreach are critical to successfully changing consumer behavior. To bolster the County's Single Use Bag Reduction and Recycling Program, the County Working Group has developed a comprehensive public education and outreach campaign through a collaborative effort. The campaign includes the following:

- Production of educational materials that promote reusable bags and at-store recycling with a consistent message
- Distribution of promotional materials to County employees, County departmental recycling coordinators, and at facilities, events, or other appropriate opportunities
- Communication and collaboration with the 88 Cities in Los Angeles County and Councils of Government to maintain a coordinated anti-litter campaign
- Distribution of reusable bags for large-scale giveaways

In order to increase awareness of this issue and provide the public with continued reliable recycling messages, the County's public education will be informative, engaging, and community-specific. Public education and outreach efforts will also address the diversity of cultures and languages of Los Angeles County residents. The comprehensive Public Education and Outreach campaign is being launched concurrently with the Program.

PUBLIC EDUCATION CAMPAIGN

Countywide Public Education Campaign

- ☒ Develop branding, which includes an environmental slogan and logo, that can be applied to various media and incorporated into educational and outreach materials. County staff also evaluated existing public education materials, such as those developed by the American Chemistry Council (www.BragAboutYourBag.org), and has incorporated them into this packet.
- ☒ Develop a public education plan that focuses on children and schools. This includes:
 - i. Creating a Program mascot to appear at school assemblies and community events
 - ii. Encouraging school field trips to landfills and material recovery facilities
 - iii. Developing an educational, single use bag litter presentation that can be shown during school assemblies
 - iv. Incorporating and utilizing environmental clubs in schools
 - v. Holding coloring contests in partnership with local supermarkets
 - vi. Holding artwork/essay contests for grade-school children, where winners (along with their teachers) are honored by the Board of Supervisors
 - vii. Developing an illustrated activity book that encourages families to reduce their plastic bag usage and use reusable bags instead
 - viii. Developing environmental awareness curriculum and programs for public schools

- ☒ Raise awareness among consumers of the impacts plastic bags have on the environment and encourage use of reusable bags. This could include:
 - i. Posters to hang in and at front of stores
 - ii. Posters and flyers which promote common message
 - iii. Banners to hang in store parking lots and throughout major streets
 - iv. Billboards to place along major streets and on buses
 - v. Advertisements to place in local newspapers and magazines
 - vi. Advertisements to place in bus shelters
 - vii. Public service announcements/commercials to air on local television and cable networks and radio stations
 - viii. Press releases to send to local media outlets
 - ix. Educational outreach material in multiple languages
 - x. Brochures/handouts to distribute at stores and public outreach events
 - xi. Decals that consumers can hang/stick in their vehicles
 - xii. Displays and Program fliers promoting the Program at County libraries
 - xiii. Educate the public when taking plastic bags back to stores for recycling, promoting the "Bag in Bag" concept

Reusable Bag Promotions

- ☒ Sponsor plastic bag collection events where consumers can exchange a certain number of plastic bags for a reusable bag.
- ☒ Distribute free reusable bags and educational material at environmental outreach events. For example, the County participates in dozens of events Countywide each year to promote environmental awareness.



RECOGNITION PROGRAM

Background

The County has developed a recognition plan which will provide a mechanism for recognizing businesses, individuals, educators, organizations, and local governments who have made significant advances in promoting the adoption of reusable bags, increasing recycling of plastic bags, and reducing the use of plastic carryout bags.

As part of its recognition efforts, the County of Los Angeles will highlight outstanding contributors with an award, in coordination with the Green Leadership Awards program. Award winners would be promoted through local media, including the County's www.BragAboutYourBag.org website, and honored by the Board of Supervisors. A summary table that identifies the various categories of store-specific programs that should be considered minimum levels of participation (e.g. Bronze) or exceptional levels of participation (e.g. Gold) is included on page 12. Stores who implement additional programs will be recognized on the Program website or by the Los Angeles County Board of Supervisors, such as through a plaque or certificate to display within their stores. Below are the categories of the Plastic Bag Recognition Plan.

Large Supermarkets/Retail Stores (as defined)

Nominees would be evaluated based on their level of participation, creativity, largest reduction in plastic bag usage, and/or other categories. Participation will be measured according to the number of options implemented as part of the store-specific recycling/outreach program (see draft table below). The awardees would be selected by the County Working Group.

Educators

Educators may be nominated through a brief essay explaining how the educator has demonstrated exemplary leadership in recycling and reducing plastic bag usage. The awardees will be selected by the County Working Group.

Businesses/Individuals

Businesses and individuals may be nominated by others through a brief application explaining how they have demonstrated outstanding leadership in recycling and reducing the amount of plastic bags consumed by the public either through point-of-sales or by raising awareness among consumers of the impact plastic bags have on the environment. The awardees will be selected by the County Working Group.

ENVIRONMENTAL MESSAGE

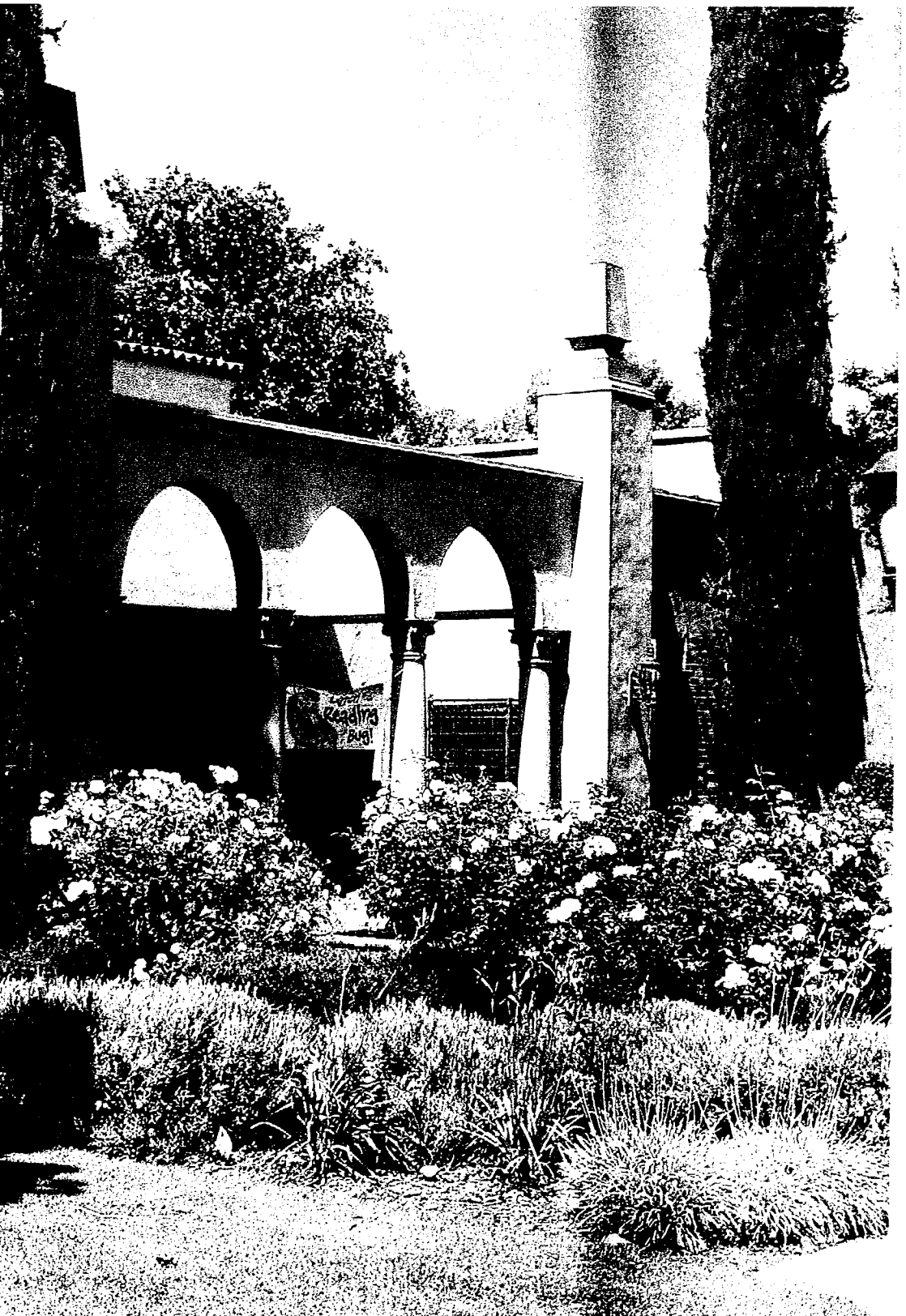
To advance a unified approach to the Program, the County Working Group developed an environmental awareness message to describe the negative impacts littered carryout bags have on the environment and wildlife, and the need to use reusable bags as a better alternative. This environmental awareness message should be imprinted on each plastic carryout bag distributed by large supermarkets and retail stores, and can also be

utilized in other outreach materials. To provide more flexibility, the Working Group developed four different messages, which may be rotated throughout the year:

- It's Not Just a Bag Issue. It's a BIG Issue. Bring A Reusable Bag Next Time.
- Plastics Last Forever. Protect The Environment By Using Reusable Bags.
- Do You Really Need This Bag? Bring A Reusable Bag Next Time.
- Do Your Part. Recycle This Bag.

PROGRAM WEBSITE -- www.BragAboutYourBag.org

County staff has developed a dedicated website for the Single Use Bag Reduction and Recycling Program. The website is designed to serve as a convenient, valuable and comprehensive resource that raises awareness of the positive impacts of reusable bags, provides information regarding the environmental impacts of plastic bag litter, and discusses the benefits of using reusable bags in a manner that is user-friendly and visually engaging. The website includes information about upcoming stakeholder meetings, draft working documents, news articles, upcoming environmental awareness events, and other pertinent information. Stores, non-profits, and public agencies are encouraged to provide a link to this website from their websites to make this resource available to their customers and constituents.



Technical Components

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DISPOSAL REDUCTION RATE METHODOLOGY

BACKGROUND

As directed by the County of Los Angeles Board of Supervisors, the County Working Group established the following disposal rate measurement methodology to evaluate the success of the County goals. The methodology must measure the reduction in consumption of plastic bags, increased at-store recycling of plastic bags, and plastic bags recovered at recycling facilities, on a semi-annual basis, while fully protecting confidential industry information. The County also established a framework by which the data submitted is confirmed to be accurate and verifiable on a regular basis.

The County Goals are to reduce the disposal rate of plastic bags by:

- a. A minimum of 30%, using FY 2007-08 as the baseline, by July 1, 2010.
- b. A minimum of 65%, using FY 2007-08 as the baseline, by July 1, 2013.

Failure to achieve these goals triggers action to establish a County Ordinance to ban the use of plastic bags at affected stores.

DISPOSAL REDUCTION RATE METHODOLOGY

In response to these requirements, staff has developed the following disposal reduction rate methodology, which includes the following three components:

- 1) Reduction in consumption of plastic carryout bags;
- 2) Total number of plastic bags recycled at-stores; and
- 3) Total number of plastic bags recycled via curbside recycling programs.

Disposal Reduction Rate =

$$\frac{(\text{Base Year Consumption}^5 - \text{Reporting Year Consumption}^6) +}{\text{Base Year Consumption}}$$

$$\frac{\text{Plastic Bags Recycled At Stores During Reporting Year} +}{\text{Base Year Consumption}}$$

$$\frac{\text{Plastic Bags Recycled via Curbside Collection Programs During Reporting Year}}{\text{Base Year Consumption}}$$

⁵ Base Year Consumption is the amount of plastic bags generated in Fiscal Year 2007-08, based on data reported to the California Integrated Waste Management Board as required by AB 2449.

⁶ Reporting Year Consumption is the amount of plastic bags generated during a specified fiscal year, based on data reported to the California Integrated Waste Management Board as required by AB 2449.

Example:

Base Year: Large supermarkets and retail stores (Category 1) consumed 600 million plastic bags during the base year.

Reporting Year: Large supermarkets and retail stores (Category 1) consumed 400 million plastic bags, collected 100 million plastic bags at stores and recycled 1 million plastic bags via curbside collection program during the reporting year.

Calculation:

$$= \frac{(600M - 400M)}{600M} + \frac{100M}{600M} + \frac{1M}{600M}$$
$$= \frac{301M}{600M}$$
$$= 0.5017 \times 100$$
$$= \mathbf{50.2\% \text{ (rounded)}}$$

ADDITIONAL DISPOSAL REDUCTION RATE METHODOLOGY FACTORS

The County Working Group acknowledges that other factors may affect the Disposal Reduction Rate and/or have ancillary impacts. The County Working Group will take into consideration factors such as reuse of plastic bags, recyclable content of plastic bags, and other economic factors.



PLASTIC BAG LITTER HOT SPOTS AND LITTER PREVENTION PROGRAM

BACKGROUND

Because plastic bag litter makes up a significant component of the litter stream, the County Working Group set out to identify 'hot spots' where plastic bag litter is acute, based on existing studies, and establish additional litter prevention programs. The intent is to ensure that the Program is successful in reducing the litter impact of single use bags, by identifying key areas and focusing litter reduction efforts in those areas to augment the Program.

STRATEGIES FOR IDENTIFYING LITTER "HOT SPOTS"

Identification of litter "hot spots" in the County unincorporated area will be addressed as follows:

- Utilize the City of Los Angeles' Methodology to identify High Trash Generation Areas or "hot spots"
- Work with agencies and interested parties to provide additional relevant data such as:
 - Catch basin/storm drain locations
 - Trash or plastic bag quantities collected from different clean up points
 - Total Maximum Daily Load (TMDL) data
 - Solid waste collection information related to trash bins, collection trucks and facilities that do not implement "total containment"
- Develop maps of litter "hot spots" and litter indicators
- Track data gathered over time to measure results

IMPLEMENTING LITTER PREVENTION PROGRAMS

The County Working Group has developed additional litter prevention programs for implementation and a framework for measuring litter reduction. These litter prevention programs include:

- Expanding public education and outreach on plastic bag recycling and reuse
 - Anti-litter public educational program at stores
- Incorporating plastic bags into existing litter prevention programs, such as:
 - Illegal dumping prevention program
 - Curbside recycling program
 - Household Hazardous and Electronic Waste collection program
 - Permanent waste collection sites (e.g. AVECC)
 - Waste tire collection events
 - Free dump day events
 - Recycling Market Development Zone (RMDZ) program for market development
 - Other waste reduction and diversion programs
 - Additional bag collection stations at places like recycling centers, schools, public facilities, etc.

MAXIMIZE RECYCLED CONTENT OF ALL BAGS AND PROMOTE BAG RECYCLING MARKETS

BACKGROUND

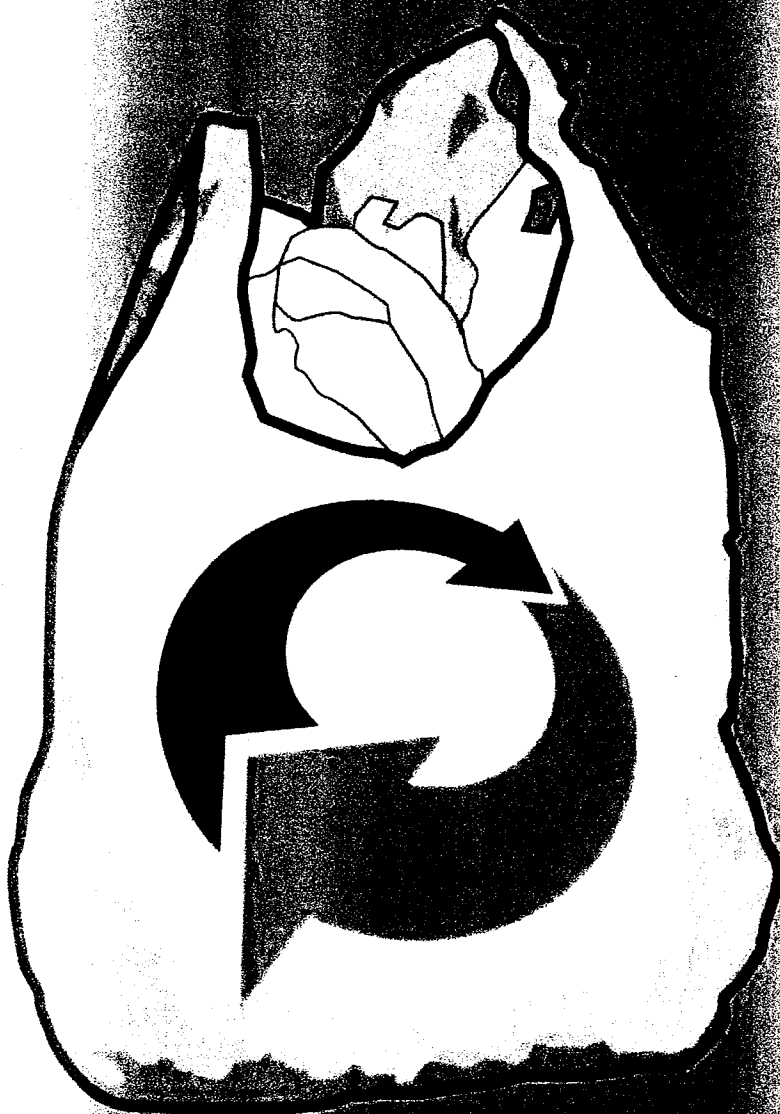
The County Working Group developed strategies to reduce the consumption and disposal and increase the recycling of **all** single use bags and maximize the post-consumer recycled content of all bags provided to the public in order to help develop markets for recyclable materials and decrease use of raw materials.

STRATEGIES

In order to achieve these objectives, a variety of strategies will be employed. The County Working Group has developed the following strategies:

- Development of markets for single use paper and plastic bags recycled in unincorporated areas of Los Angeles County
 - Provide information and incentives to manufacturers and stores for maximizing their use of recycled content bags
 - Establish incentive programs to foster development of industries that would use collected single use plastic and paper bags in their productions and operations (e.g. using the RMDZ Program)
- Maximization of the post-consumer recycled content of single use paper bags in Los Angeles County to decrease use of raw materials
 - Promulgate legislation and laws that would require making of single use paper bags with post consumer recycled content.
 - Require procurement of single use paper bags made of post consumer recycled contents in government and other large scale procurement programs.
 - Educate manufacturers and producers on use of single use plastic bags for manufacturing products with post consumer recycled content.

LE PLASTIC



YOUR STOP

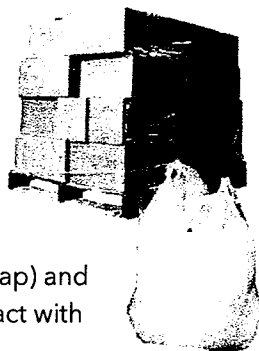
**A Toolkit from the
Clean Chemistry Council**

STRATEGIES FOR PLASTIC BAG AND FILM RECOVERY

GROCERY & RETAIL AT-STORE DROP-OFFS OR PLASTIC FILM FROM BUSINESSES

1. Train employees to identify what films are recyclable:

Recycle plastic grocery and retail bags, stretch or pallet wrap, newspaper bags, or film that is labeled with #2 or #4.



AVOID food wrap (e.g. Saran Wrap) and any film that has had direct contact with food or any organic material.

2. Identify the estimated quantity of film generated per month—loose film averages 24 lbs/cu.yd. To access an online calculator tool to estimate amounts generated, go to www.plasticbagrecycling.org.

3. Once you determine the amount of film and bags your business generates, ask your hauler if they accept loose film for recycling—alone or with cardboard.

4. You will need to collect and compact film for pick up. Use clear #4 plastic bags and clear bins with bold signage to designate recycling. If your volume is high, it might make sense to invest in a baler and consider backhauling to a central distribution center. For assistance, contact **888-753-7485**.



5. If you set out bins for customers to recycle bags, be sure to include **clear signage** at the bin opening so customers know that it's for recycling—not garbage.

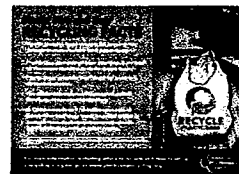
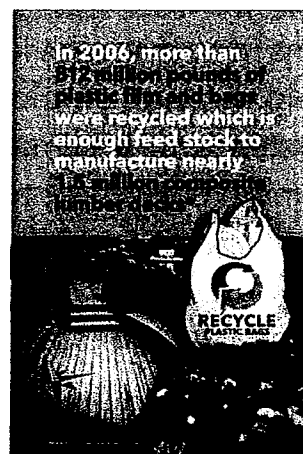
6. Place recycling bins near main entrance for convenient customer access.

7. Assign a designated staff person to monitor recycling bins: empty bins regularly and remove contamination.

8. Plan how to consolidate material. Move material from customer drop off point to designated bins in the back of your business for storage. Make sure employees know storage bin is for recycling—not waste. (Employees often accidentally throw trash into bags of film that are left out for recycling.)

9. Store consolidated bags and film material in a clean, dry place.

10. Call or email for information about signage.

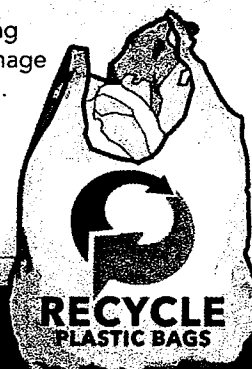


11. Keep employees informed on how the recycling program is going and how much film is being recycled. Congratulate them on their contributions to the program.

12. Re-educate employees annually and **ALWAYS** educate new employees.

For additional information, including markets, film identification, and signage go to www.plasticbagrecycling.org.

For personal assistance, please call 888-753-7485 or email help@plasticbagrecycling.org



Recovering plastic bags and film is a great way to save money and help your community meet recycling goals.

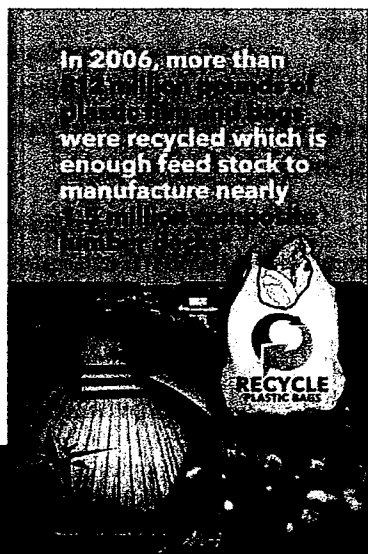
Entrances and Exits

Consumers want to know where they can recycle their plastic bags. In addition to providing recycling bins in convenient locations, grocers and retailers can help through employee and consumer education. Posters and well-marked recycling bins near entrances remind customers to return bags for recycling.

- Conveniently locate garbage cans for consumers to place their trash
- Ideally, locate garbage cans so consumers reach it before reaching the plastic bag recycling bin to avoid contamination
- Use transparent bins and transparent bags to enable better quality control
- Place signage near the recycling bin opening to deter consumers from putting trash in the bin
- Avoid recycling bins that resemble garbage cans.

Window Posters (16" x 24")

4



1

Recycling Bin

Recycling Bin Sign Stand (11" x 17")

2



BAGS MUST BE

- Empty
- Clean
- Dry

NOT

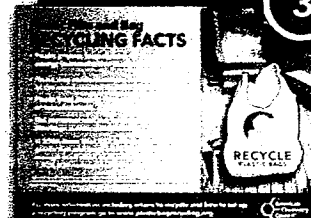
- Food wrap
- Food packaging
- Bags with linings

ACCEPTED PLASTIC BAGS INCLUDE:

- Grocery bags and shopping bags
- Newspaper carrier bags
- Dry Cleaning bags
- No CLEAN bags

3

Recycling Bin Facts Decal (7" x 5")



Visit www.plasticbagrecycling.org for information on how to order materials



2

3

4

1

Checkout Stations

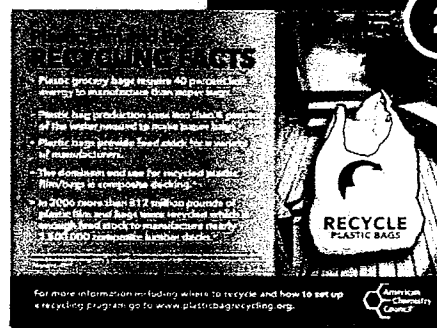
In addition to posters at entrances, simple decals near bag stands and buttons on cashiers and baggers serve to inform customers that plastic bags are recyclable at your store. Also consider a decal with recycling facts at the cashier stand.

Employee training is essential to the success of at store recycling programs. Make sure employees are aware of the recycling protocol. Have them point out the availability of store recycling bins and mention www.plasticbagrecycling.org.

Checkout Decal



2



Recycling Facts Decal
(7" x 5")

3

Employee Button
(3")



Visit www.plasticbagrecycling.org for information on how to order materials

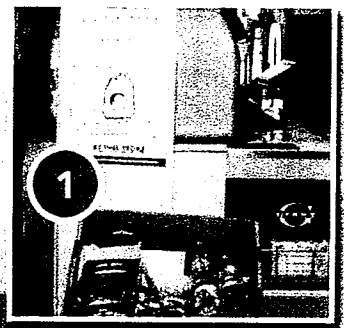


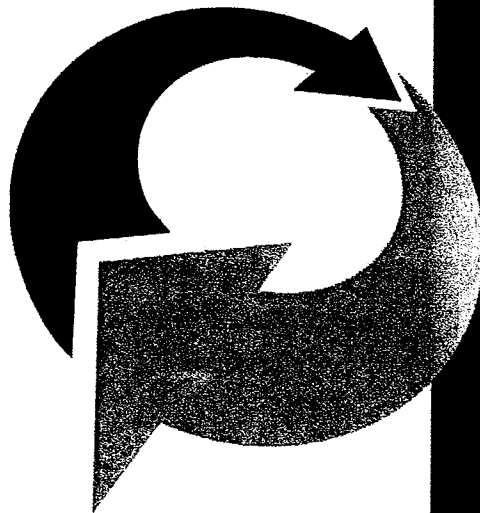
2

RECYCLING FACTS



1





Bags

Bag marks are another way to educate the consumer. Consider using a mark like the ones below on plastic shopping bags. You can ask your bag supplier to help.

In California and New York City retailers are required to include recycling information and specific wording on plastic grocery bags provided to consumers. The bag marks displayed here comply with those requirements. Requirements may vary based on where your store is located so always check the labeling on your bags with qualified experts for your specific location.



Visit www.plasticbagrecycling.org for information on how to order materials





Visit www.plasticbagrecycling.org for information on how to order materials

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